

## **North America Area Focussed Association Meeting**

**Committee Room 2, Council House**

**10<sup>th</sup> December 2013, 17.30 -18.30**

### **Attendees**

Mike Murray	BCC
Heather Law	BCC
Jo Andrews	BCU (Chair)
Carl Smith	The Edge Collegiate of Schools
Ant Thomas	Marketing Birmingham
Symon Easton	BCC
Piali Ray	Sampad
Catherine Lemon	UoB
Anjum Cave	Bournville College
Jack Kelly	National Express

### **Apologies**

Rhian Dobbs	Newman University
David Houghton	RBS
John Kirk	BCU
Tracey Davenport	KPMG
Paul Noon	UKTI
Justin Benson	KPMG
Mashuq Ali	BCC
Christopher Barron	BRB
Andy Argyle	KPMG

## **1. Apologies**

**ACTION POINT:** HL to remove Malcom Press and John Kirk from the invite mailing list.

**ACTION POINT:** JA to forward names of other individuals to go on the circulation list to HL.

## **2. Action points/ notes of last meeting 19.11.2013**

Thanks were given to organisations which have provided updates on activity in North America and anybody who is yet to submit this information is kindly invited to do so.

All other action points have been completed.

## **3. Proposed presentation by Marketing Birmingham**

Ant Thomas from Marketing Birmingham gave a presentation which is attached to the email containing these notes.

## **4. Update on North America activity**

- Jack Kelly from National Express was introduced to the group. The National Express Head Office is located in Birmingham and has an important presence in North America. The famous yellow school bus is a service National Express provides in 30 states. National Express are keen to strengthen their Birmingham offer and are willing to link up with the American part of the business to support activity generated by the group.
- JA outlined one of the objectives of our group as being promoting cross organisational projects and actions to market Birmingham more effectively. Chipso from the Consul General's Office in Chicago has offered her help with any projects we may undertake. Funding will be sought for initiatives brought to the group.
- AC highlighted British Council/UKTI funding is available.
- JA noted that the British Council is Washington DC based.

## **5. Initial thoughts on potential future collaboration**

Piali Ray from Sampad is developing the 'Tale of two inner cities' project (see attached description). It aims to send artists from Chicago to Birmingham and vice versa. The artists will draw inspiration from their sister city and reflect this in their work. It is likely that Delhi will also be involved in this project as it also is a sister city of Chicago. Piali is speaking with the Director of Culture in Chicago to kick start the project over there. A potential extension activity could encompass local schools in both cities, in the form of an online project. Fund raising is a key element in the project proposal and is currently being sought.

JA – BCU could be involved and have a satellite project.

AC – The Media Studies Department from Bournville College and Boom TV could also be involved.

JK – noted that this could be a good opportunity for raising the profile of National Express' activity. The company could feed into the project, perhaps exploiting a transport angle.

## **6. Date of next meeting**

Next meeting: January 28<sup>th</sup> at 17.00hrs -18.30hrs.

## **7. Social**

To be discussed at the next meeting.

## **8. Any Other Business**

None